PR/Media

Team Leader: TBD

Purpose: To augment the effort by generating a constant media/pr feed with messages dealing with accommodation, tolerance, prohibition, "real problems", etc.

1) Op Eds to neutral/favorables with continuous feed.

2) LTE's to be used by NSA and others. CD has suggested this could be accomplished by mailing to selected lists and include the name of the paper and the editor on a targeted basis.

3) Message Development based upon CB & S paper.

4) Editorial Board Meetings.

5) Speakers Bureau and national, targeted tour.

6) A Truth Squad which would instantaneously correct any and all erroneous reports. The "truth squad" would be fact-oriented.

7) Print Ads (Accommodation, Prohibitionist), targeted.

8) Celebrity types (Marge Shott, Michael Jordon, Liza Minelli, members of the rat pack, etc.).

9) Video (Prohibitionist, ie: MD woman tied and assaulted in restaurant, woman kicked off the Amtrak train, smoker drop kicked in Japan for smoking in smoking section--highlighting fanaticism, zealotry, smoking police, etc). It is also suggested that a video be developed to demonstrate these views(proposed regs.) represent a so-called politically correct approach by a militant minority that far exceeds that national pulse.

10) Capitol Event: to publicly issue a challenge for regulators to visit and see 1st hand that accommodation does work.

11) Highlight the success of the STS project and the businesses that have found alternative and accommodating solutions.

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Source: https://www.industrydocuments.ucsf.edu/docs/shkj0000